

The Influence Of Social Media Marketing On Purchase Decision Mediated By Brand Awareness And Trust (On Prospective Student Telkom University)

Novia Ruli Kuniawati^{1*}, Maya Ariyanti²

^{1,2}Telkom University, Indonesia

*Corresponding Author:

Email: noviaruli.nr@gmail.com

Abstract

This study aims to look at the influence of social media, brand awareness, trust, and purchase decision on the purchase of PIN at Telkom University prospective new students. This influence has previously been seen from previous research and is associated with relevant theories. This research uses descriptive and typhoid approach with quantitative research type. Sampling technique used is purposive sampling, the number of samples to be analyzed is 400 respondents of new students of Telkom University class of 2020. Data analysis techniques used are Structural Equation Modeling (SEM) which is processed with LISREL 8.8 software. The results revealed that social media marketing does not have a positive and significant influence on purchase decisions, but brand awareness and trust have a positive and significant influence on purchase decisions. The study also found that the indirect effect of social media marketing on purchase decisions through brand awareness and trust is more positive and significant than direct effects and brand awareness has a positive but insignificant effect on trusts. Conclusions and suggestions for further research have been included in the study.

Keywords: Social media marketing, brand awareness, trust and purchase decision.

I. INTRODUCTION

Education is one of the important aspects that must be owned by everyone as a social means to achieve social goals (Akhmad Royhan Fanani, 2020). According to Law No. 20 of 2003 on the National Education System, the government declared compulsory education for 12 years which means it starts from elementary school children (SD) to Senior High School (SMA). Compulsory learning according to Law No. 20 of 2003 on the National Education System is a minimum education program that must be followed by Indonesian citizens on the responsibility of the central government and local government. The government declared Compulsory Learning for 12 years, but it would be better if the students continued to a higher level of education. Former Minister of Technology Research and Higher Education, Mohamad Nasir estimated that the number of high school / vocational / ma graduates who went on to college increased. The rapid distribution of universities in the region is thought to be one of the driving factors for the increase in Crude Participation Rate (APK) at this higher education level (Panca Syurkani, 2018). The number of Indonesian students under the Ministry of Research, Technology and Higher Education (Ristekdikti) in 2018 was the highest since 1997. The Central Statistics Agency (BPS) in Statistics Indonesia 2019 recorded the total number of Indonesian students entering in 2018 as many as 7 million people. The figure consists of 4.5 million students of Private Universities (PTS) and 2.5 million students of State Universities (PTN). The number of students in 2018 grew by 1.4% from the previous year of 6.9 million people. (Dwi Hadya Jayani, 2019). The spread of public and private universities triggered the number of high school / vocational / ma graduates equivalent to continue to higher education.

Currently, the competition for universities has started to be tight, not only private universities (PTS) are doing promotions, State Universities (PTN) have also started to do promotions. In Indonesia, State Universities (PTN) is still a prima donna compared to Private Universities (PTS) with various factors behind it, one of which is because the quality of PTS is considered poor. One of the private universities in Indonesia is Telkom University which is precisely in Bandung. Telkom University was officially formed in 2013 and experienced a very rapid development. Such developments can be seen from the ranking of universities

version of Kemeristekdikti. In 2017 Telkom University ranked 61st, rose to 33rd place and jumped to 14th place (PTS number 1) in 2019. (Kemenristekdikti, 2019). Every year, overall of all lines opened, the number of Telkom University applicants continues to increase. The increase in the number of applicants at Telkom University is in line with the increasing number of high school / VOCATIONAL / MA equivalent students who continue to the higher education level or college. (Internal Data of the Directorate of Marketing and Admission, 2020). Telkom University's new student admission flow starts from the purchase of PIN (Personal Identification Number) of prospective new students. Pin provided there are 2 types, namely offline and online pins.

This PIN purchase system can be obtained at Bank Mandiri, Bank BNI, Finpay, Tokopedia and other merchants such as Indomaret or Alfamart. The registration PIN price ranges from Rp 200,000 (two hundred thousand rupiah) to Rp 500,000 (five hundred thousand rupiah), adjusted to the path and number of selected courses. Today, social media has an important role to play in marketing strategies for small and large businesses (Putry Nadia Safira, 2018). Indonesia in the digital era not only has the potential to be a big consumer in the world market, but also has the potential to become a powerhouse for the world digital economy (Ramadhan Bagus, 2020). Indonesia is the country that accesses the most internet. Indonesia has 64% with approximately 174 million internet users (Ramadhan Bagus, 2020). Total internet penetration has grown by 9.2% while social media use has increased by 9.8% in the range of January 2019 to January 2020. Of the 64% of Indonesians who have accessed the internet, the average access duration is 7 hours 59 minutes, almost 8 hours. Almost 80% of internet use on mobile phones is used to surf social media. From the duration of internet use on mobile phones that reached 4 hours 46 minutes, it turned out that 3 hours 46 minutes was used for social media. The longer, the more people use social media. Seeing the growing number of internet and social media users, social media can be a land to raise profits and widen the business wing (Putry Nadia Safira, 2018). Directorate of Marketing and Admissions began to use promotions using social media, including Facebook, Instagram, Twitter, and Line@. Social media in the Directorate of Marketing and Admission is created and managed specifically to channel information about the New Student Admission Pathway and information about Telkom University.

Of the 4 social media platforms Facebook, Instagram, and Line@ there are increasing and stagnant every year. Of all the social media platforms used, instagram has more followers and the percentage increase is more than other platforms. (Internal Data of the Directorate of Marketing and Admission, 2020). Instagram social media is included in 10 popular applications that are often used by Generation Z. (App Annie, 2019). SMB Telkom Instagram (@smbtelkom) has 48.8 thousand followers and 410 following (As of March 2020). Many interactions occur within Instagram, both from comments that can be seen by everyone and Direct Message (DM). Instagram SMB Telkom (@smbtelkom) has a schedule for posts that have been compiled before, but can flexibly follow trends also at that time. Instagram engages daily to keep engagement stable with followers. The use of social media is one of them is to increase awareness of prospective applicants or prospective telkom university students. Better management of social media must be done continuously so that information can be conveyed properly and correctly. One of the purposes of using Instagram social media is to branding prospective students who are new on average who will be looking for information at the time of 12th grade high school or have graduated. So that the correct delivery of information needs to be done. Brand awareness is the first stage that can be achieved with the use of social media. Brand awareness is described as the initial stage of knowing about the product, product characteristics and having two dimensions namely brand awareness and product knowledge (Kotler and Keller, 2016:48). Consumer confidence is very important to a person before making a purchase decision. Therefore, the need to build trust for people who are not familiar with a product, in order to be able to form trust from the information he obtained.

This belief may be based on knowledge, opinions, or beliefs (Kotler and Armstrong, 2010) in (Andespa, 2018). It is also known that trust can happen without meeting beforehand. Based on the phenomena and data above, the researchers want to test the truth intensively and find out more details by

conducting research that discussed about "The Influence of Social Media Marketing on Purchase Decision Mediated by Brand Awareness and Trust (In Prospective Students / i Telkom University)".

II. LITERATURE REVIEW

Social Media Marketing

Social media is an independent and commercial online social network where people gather to socialize and share other messages, opinions, images, videos and content (Kotler and Armstrong, 2018:521). Online marketing can reach many to interact with consumers, while they are active to use social media or just looking for information through a browser. social media is one of the important components in the world of digital marketing. Social media is one of the aspects that must be considered by the company in marketing its products. Social media is now one of the important things to be utilized in a promotion. Marketing through social media can be done by anyone, and at any time, so that consumers and prospective consumers can determine for themselves the time they want to see the content of the promoted product. With the number of social media accounts available today, companies can use those social media accounts in accordance with the intended target market. Previous research on Social media marketing activity (SMMA) conducted by Kim and Ko; Godey et al (2016) classify SMMA into 5 dimensions namely entertainment (pleasure gained when using social media), interaction (user contributions on social media platforms as a space for discussion and exchange of information), trendiness (the latest information or topic delivery that is still warm), customization (the extent to which the service meets the needs of customers.

Brand Awareness

Brand becomes one of the important components for the company. The brand not only reflects a product, but also has another dimension that can distinguish it from other products and is designed to meet the same needs (Keller, 2012). Brand awareness is a memory of Brand that can be used to measure a consumer's ability to identify a brand under different conditions. If brand awareness has been achieved, then the activity of maintaining and establishing a good relationship with consumers will be easier to realize. There are three indicators to measure brand awareness variables adapted from Godey et al (2016), namely always aware of brand presence. brand traits appear to be realized quickly, and can quickly remember brand symbols or logos.

Trust

Trust is an important component in online communities. Consumer confidence in online shopping websites lies in the popularity of online shopping websites and the ability of sellers or sellers in meeting consumer expectations in meeting their needs by providing good service and product quality and in accordance with the information submitted. The better the credibility of a website, consumers will be more confident and trust the seller / seller on the website online shopping or e-commerce (Hajli, 2015). There are five indicators for measuring trust variables adapted from Harris & Goode (2004); Connolly & Bannister (2007), which is experience, information, social media security, online trust, and internet satisfaction.

Purchase Decision

Purchase decision is included in the stage of consumer purchasing decision process, where the purchasing decision is the attitude of someone who has passed the previous stages ranging from the introduction of needs to the evaluation of alternatives to options. At this stage, the buyer has already decided which products, whether goods or services are purchased. (Armstrong, Adam, Denize, Volkov, and Kotler, 2018:148). Consumer decisions in purchasing are influenced by many factors that give stimuli to a person to make a purchase, taking into account which products and services will be purchased according to their needs or desires (Alma, 2018:97). There are three indicators to measure purchase decision variables adapted from Mittal (1989), namely the choice in buying, the accuracy of, a product, and the results of product selection.

Research Hypothesis

Social media is one of the important components in the world of digital marketing (Kotler, 2016:59). In a previous study conducted by Kim and Ko (2012) with the title "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands" and Godey et al (2016) titled "Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior"

using Entertainment, Interaction, Trendiness, Customization, and Word of Mouth as factors from SMAA. One of the purposes of using social media is to build awareness of a person. Brand awareness is the ability of consumers to recognize or remember a brand is a category of products or services. Research conducted by Zhang and Li (2019) "How social media usage influences B2B customer loyalty: roles of trust and purchase risk" usesability, integrity, and benevolence to measure trust. Prasad et al (2017) previous research entitled "Social Media Usage, Electronic Word of Mouth and Purchase Decision Involvement". Therefore, from some of the above studies, hypotheses can be hypothesized:

Hypothesis 1:

SMMA has a positive and significant effect on brand awareness.

Hypothesis 2:

SMMA has a positive and significant effect on trusts.

Hypothesis 3:

SMAA has a positive and significant effect on purchase decisions.

Later, the authors also found in the Shahid et al (2017) study, that brand awareness influences consumer decision-making of buying products. Then che, cheung, and thadani research (2017) that consumer trust has a strong relationship and influence on purchase decisions on Instagram users. Gopal Das research (2016) that e-tailer awareness has a positive and significant effect on online trusts. Therefore, from some of the above studies, hypotheses can be hypothesized:

Hypothesis

4:

Brand Awareness has a positive and significant effect on purchase decisions.

Hypothesis 5:

Trusts have a positive and significant effect on purchase decisions.

Hypothesis 6:

Brand Awareness has a positive and significant effect on trusts.

Alfian and Nilowardono research (2019), stated that social media, word of mouth, and brand awareness affect both partially and simultaneously on purchase decisions on Tour and Travel Arthenis. Chalal and Rani's research (2017), entitled "How trust moderates social media engagement and brand equity" trust can moderate social media relationships with customers to share and search for information (social interests, products, services, etc. Therefore, from some of the above studies, hypotheses can be hypothesized:

Hypothesis 7:

SMMA has a positive and significant effect on purchase decisions through brands awareness.

Hypothesis 8:

SMMA has a positive and significant effect on purchase decisions through trusts.

From several previous studies, the authors attributed the four variables to a frame of mind that was further used as guidelines in this study. Here is an overview of the frame of mind proposed by the author:

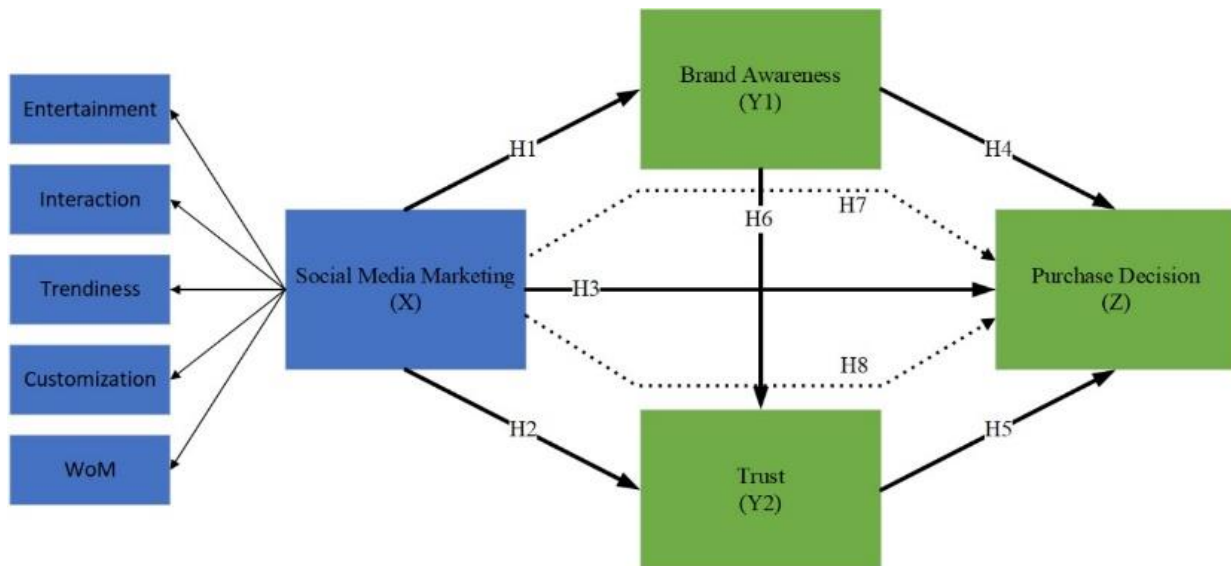


Fig 1. Research Model

III. METHODS

This research applies a quantitative approach where the hypothesis is tested to determine the influence of social media marketing on purchase decisions mediated by brand awareness and trust. The population in this study is prospective Telkom University students class of 2020 (limited to May 2020) who have purchased a PIN. A total of 27,434 PINs were sold. The sample is purposively selected, meaning that the sample must meet certain criteria, as follows: 1) have purchased a Personal Identification Number (PIN) registration in 2020 at Telkom University (purchase limit may 2020); 2) Using social media Instagram; and 3) follow Telkom SMB Instagram (@smbtelkom). The questionnaire consists of six sections covering the following: 1) screening; (3 items); 2) demographic (5 items); and 3) social media marketing (11 items); 4) brand awareness (3 items); 5) trust (5 items), and 6) purchase decision (3 items). Along with screening and demographic questions, there were 30 closed questions in the questionnaire. Sieve questions were placed at the beginning of the questionnaire to ensure that respondents met the sample criteria to participate in the survey.

Table 1. Operational Variables

Variable	Dimensions	Indicators	Item No.	Sources	
Social Media Marketing (X)	Entertainment	Using Social media is fun	ENT1	Kim and Ko; Godey et al, (2016)	
		Conten	ENT2		
	Interaction	Sharing information	INT1		
		Conversation	INT2		
		Up to date	INT3		
	Trendiness	Newest Information	TRD1		
		Provide Information	TRD2		
	Customization	Word of Mouth	Experience		CST1
			Recommendation		CST2
	Brand Awareness (Y1)	-	Always aware of brand presence		WoM1
Brand traits appear to be rapidly being snapped up			WoM2		
Can quickly remember brand symbols or logos			BA1		
Trust (Y2)	-	Experience	BA2	Harris & Goode	
			CAR		
		Experience	Btp		

Variable	Dimensions	Indicators	Item No.	Sources
		Information	Bts	(2004), Connolly & Bannister (2007)
		Social media security	CT3	
		Online trust	CT4	
		Internet satisfaction	CT5	
		Options in buying	UDT	Mittal (1989)
Purchase Decision (Z)	-	Accuracy of choosing products	PD2	
		Product selection results	PD3	

As shown in Table 1, empirical items or indicators for each concept are developed based on a review of the library. There are 11 questions to measure social media marketing (Kim and Ko; Godey *et al.*, 2016), 3 questions to measure brand awareness (Godey *et al.*, 2016); 5 items to measure trust (Harris & Goode, 2004; Connolly & Bannister, 2007) and 3 questions to measure purchase decision (Mittal, 1989). A 5-point Likert scale is used to measure each question on four variables, where 1 = strongly disagrees, and 5 = strongly agrees. For validity and reliability testing is carried out on results to estimate measurement models and structural models. Where Lisrel 8.8 program is used to process the estimation.

IV. RESULTS AND DISCUSSION

A total of 400 participants, consisting of 143 male respondents (35.7 percent) and 257 female respondents (64.3 percent) who had purchased a Personal Identification Number (PIN), used social media Instagram in conducting information searches and following the @smbtelkom. Most respondents were 17 to 20 years old (89.2 percent). The majority of respondents were high school students (41.7 percent). Most of the respondents earned Rp 2,500,001 to Rp 5,000,000 (34.7 percent). And a large number of people actually work as self-employed (34.3 percent), and the rest are spread evenly between private employees, civil servants, state-owned employees, and other jobs. Deskriptif analysis used in this study was used to find out the perception of 400 respondents to the variables Social Media Marketing, Brand Awareness, Trust, and Purchase Decision in prospective Students / i Telkom University. Based on the results of descriptive analysis, the variables of social media marketing as a whole are in a good category. This is indicated by the overall value obtained by social media marketing variables of 73.6%. Of the 11 statement indicators on social media marketing variables, the statement that received the highest respondent response with a score of 76.9% and entered the good category of SMB Telkom Instagram social media allowed me to share the content available on its page (INT2). While the statement that got the lowest respondent response with a score of 71.4% and entered a good category that is I get what is needed when looking at SMB Telkom Instagram and I would recommend to my friends to visit Instagram SMB Telkom (CST2 and WoM2).

Based on the results of descriptive analysis, brand awareness variables as a whole are in a good category. This is indicated by the overall value obtained by brand awareness variables of 71.5%. From the three indicators of the statement on brand awareness variables, the statement that received the highest respondent response with a score of 72.8% and entered a good category is I know that Telkom University is one of the PTS in Indonesia (BA1). While the statement that got the lowest respondent response with a score of 69.7% and entered the good category that is Tel-U is the length of Telkom University that is easy to remember (BA3). Based on the results of descriptive analysis, the trust variable as a whole is in a good category. This is indicated by the overall value obtained by the trust variable of 72.4%. From the three indicators of statements on trust variables, statements that get the highest respondent response with a score of 74.1% and fall into the good category of information on Instagram SMB Telkom helps me believe that Telkom University is able to meet the expectations of prospective students (CT5). While the statement that received the lowest respondent response with a score of 70.8% and entered the good category of Tel-U is a review or question and answer on Instagram SMB Telkom can foster confidence (CT3). Based on the results

of descriptive analysis, the overall purchase decision variable is in a good category. This is indicated by the overall value obtained by the purchase decision variable of 72.4%.

Of the three indicators of statement on the purchase decision variable, the statement that received the highest respondent response with a score of 74.3% and entered a good category, namely from the many choices of PTS, Telkom University became an alternative choice to continue education because of the good quality of service (PD1). While the statement that got the lowest respondent response with a score of 69.5% and entered a good category that I chose Telkom University because of the many profiles of good graduates (PD3). This research is estimated using maximum likelihood (ML) and ordinal data directly used as continuous data such as opinions from Chou et al (1991) and Hu et al (1992) in Ghozali and Fuad (2018:40). Normality test results on univariate found 2, 2014 in indicator (CST2 and BA3) distributed normal because it has a p-value (skewness and kurtosis) ≥ 0.05 . But there are still 20 indicators (ENT1, ENT2, INT1, INT2, INT3, TRD1, TRD2, CST1, WoM1, WoM2, BA1, BA2, CT1, CT2, CT3, CT4, CT5, PD1, PD2, PD3) that are not normally distributed because they have p-value (skewness and kurtosis) ≤ 0.05 . For multivariate normality does not distribute normally because it has a p-value (skewness and kurtosis) of $0.000 \leq 0.05$. Because there are 20 univariate normality as well as multivariate normality not distributed normally, then the researchers chose to use asymptotic covariance matrix (ACM) to process data in the next stages of structural equation modeling (SEM). Because of using ACM, multicollinearity is not executed because in ACM data can be distributed abnormally and multicollinearity is not done (Ghozali & Fuad, 2018).

Table 2. Test Measurement Model Validity and Reliability

Variable	Item No.	Loading Factor	T-Values	Cr	Ve		
Social Media Marketing (X)	ENT1	0.79	-	13.76	0.91	0.49	
	ENT2	0.82	0.82				14,63
	INT1	0.62	-	12.82			
	INT2	0.68	0.99				11.17
	INT3	0.71	-				11.51
	TRD1	0.72	-	15.55			
	TRD2	0.67	0.99				12.50
	CST1	0.70	-	15.02			
	function	-	0.99				-
	CST2	0.67	-	11.45			
	WoM1	0.63	-	13.04			
	WoM2	0.66	0.98				10.14
Brand Awareness (Y1)	BA1	0.80	-	0.87	0.68		
	BA2	0.82	22.97				
	BA3	0.85	15.26				
Trust (Y2)	CT1	0.82	-	0.94	0.75		
	CT2	0.84	25.28				
	CT3	0.85	17.76				
	CT4	0.86	14.51				
	CT5	0.96	18.22				
Purchase Decision (Z)	PD1	0.90	-	0.91	0.78		
	PD2	0.87	25.12				
	PD3	0.87	20.03				

Latent social media marketing (SMM) variables are measured from 5 dimensions and 11 indicators. The SMM variable measurement model is analyzed using 2nd Order CFA. The first level of analysis is done

from dimension variable to indicator and the second level of analysis is done from latent variable to dimension variable. The results of the analysis showed that all items have a loading factor value of ≥ 0.5 , the value of t calculate ≥ 1.96 , also has Construct Reliability (CR) ≥ 0.70 but has Variance Extracted (VE) ≤ 0.50 . The use of VE in measuring reliability is optional or not required (Hair, 2006). So that if the reliability of the CR has been met then the reliability can be said to be acceptable and quite reliable. Based on table 2 all indicators and dimensions on social media marketing variables are declared valid and quite reliable. The latent brand awareness (BA) variable is measured from 3 indicators. BA variable measurement model analyzed using 1st Order CFA.

The results of the analysis showed that all items have a loading factor value of ≥ 0.5 and a calculated t value of ≥ 1.96 , also have Construct Reliability (CR) ≥ 0.70 and Variance Extracted (VE) ≥ 0.50 . Based on table 2 all indicators on brand awareness variables are declared valid and reliable. Latent trust (CT) variables are measured from 5 indicators. CT variable measurement models are analyzed using 1st Order CFA. The results of the analysis showed that all items have a loading factor value of ≥ 0.5 and a calculated t value of ≥ 1.96 , also have Construct Reliability (CR) ≥ 0.70 and Variance Extracted (VE) ≥ 0.50 . Based on table 2 all indicators on trust variables are declared valid and variable. Latent purchase decision (PD) variables are measured from 3 indicators. Pd variable measurement models are analyzed using 1st Order CFA. The results of the analysis showed that all items have a loading factor value of ≥ 0.5 and a calculated t value of ≥ 1.96 , also have Construct Reliability (CR) ≥ 0.70 and Variance Extracted (VE) ≥ 0.50 . Based on table 2 all indicators on the purchase decision variable are declared valid and quite reliable.

Tabel 3. Test Model Fit

No.	Kriteria GoF	Nilai Batas	Hasil Uji	Keterangan
Absolute Fit Measures				
1	Chi Square (χ^2) / p-value	$\geq 0,05$	0,00	Poor Fit
2	GFI	$\geq 0,90$	0,90	Good Fit
3	RMSEA	$\leq 0,08$	0,064	Good Fit
Incremental Fit Measures				
4	AGFI	$\geq 0,90$	0,86	Poor Fit
5	NFI	$\geq 0,90$	0,98	Good Fit
6	CFI	$\geq 0,90$	0,99	Good Fit
7	IFI	$\geq 0,90$	0,99	Good Fit
8	RFI	$\geq 0,90$	0,97	Good Fit
Parsimonious Fit Measures				
9	PGFI	$< \text{GFI} \ \& \ \geq 0,63$		Good Fit
10	PNFI	$\geq 0,50$	0,75	Good Fit
11	AIC	$\text{AIC} \leq \text{AIC Saturated Independence Model}$	$616,08 \leq 506,00 \ \& \ 21868,94$	Poor Fit
12	CAIC	$\text{CAIC} \leq \text{CAIC Saturated Independence Model}$	$995,43 \leq 1768,84 \ \& \ 21978,75$	Good Fit
13	ECVI	$\text{ECVI} \leq \text{ECVI Saturated Independence Model}$	$1,54 \leq 1,27 \ \& \ 54,81$	Poor Fit

In the table 3 model match test obtained 9 good fit indicators namely GFI, RMSEA, NFI, CFI, IFI, RFI, PGFI, PNFI, and CAIC and obtained 4 indicators of poor fit namely Chi Square (s^2) / p-value, AGFI, AIC and ECVI. According to Hair (2010) in Yanda (2019) to test the fit of the model is required to minilai

five fit indicators because 9 indicators tested in the model match test is declared fit (>5) then the model used can be declared as a fit model and can be used for research (Hair, 2010). Structural models define the relationship between all latent variables. This model identifies which latent variables directly or indirectly affect changes in the value of other latent variables in the model (Narimawati & Sarwoni, 2017). For structural model testing, researchers will display the value of the regression coefficient and the T. Regression coefficient to see the strength of the relationship between variables in this study, whether positive or negative value. As for the T value to see the strength of significance. This study sets a confidence standard of 95% or hypothesized that a significant relationship will be accepted if the value of T > is 1,645 or less than -1,645.

The results of processing by LISREL program can be seen in the picture as follows:

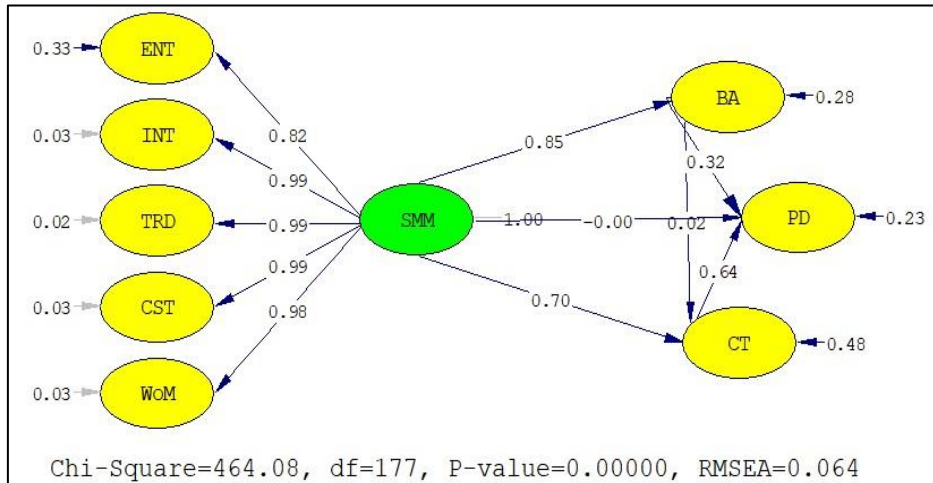


Fig 2. Structural Model Regression Coefficient Value

Figure 2 shows the strength of the relationship between variables in this study. Where it can be seen if the whole relationship between variables direction of influence there is a positive influence and negative influence.

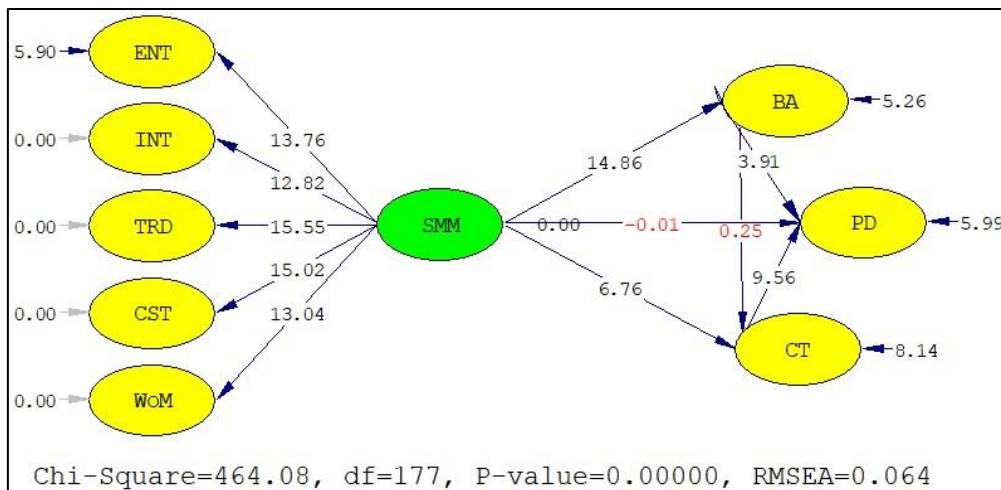


Fig 3. T Value Structural Model

Figure 3 shows the T-Value that shows the strength of significance between variables in this study. Where it can be seen if the number in black indicates a T-Value that is worth more than 1,645 or less than -1,645, in other words the relationship between variables is of significant effect. In contrast, the red T-Value indicates an insignificant relationship between variables. To deduce figures 2 and figure 3 test the coefficients of regression and significance will be shown in the form of the following table.

Tabel 4. Research Hypothesis Test

Keterangan	T-Value	Koefisien Regresi			Kesimpulan Hipotesis
		Direct Effect	Indirect Effect	Total Effect	
H1	14,86	0,85	-	0,85	H1 diterima

H2	6,76	0,70	-	0,70	H2 diterima
H3	-0,01	-0,00	-	0,59	H3 ditolak
H4	3,91	0,32	-	0,34	H4 diterima
H5	9,56	0,64	-	0,04	H5 diterima
H6	0,25	0,02	-	0,51	H6 ditolak
H7	18.77	-0.00	0.27	0.27	H7 diterima
H8	16.32	-0.00	0.45	0.45	H8 diterima

Based on table 4, it can be concluded that:

1. H1 is accepted because social media marketing has a positive and significant effect on brand awareness. This can be seen from the regression coefficient value of 0.85 (positive) and the calculated t value of 14.36 (>1.645).
2. H2 is accepted because social media marketing has a positive and significant effect on trust. This can be seen from the regression coefficient value of 0.70 (positive) and the calculated t value of 6.76 (>1.645).
3. H3 was rejected because social media marketing has no positive and significant effect on purchase decisions. This can be seen from the value of coefficient of regression -0.000 (negative) and calculated t value -0.01 (<1.645).
4. H4 is received because brand awareness has a positive and significant effect on $>$ purchase decision.
5. H5 is accepted because trust has a positive and significant effect on purchase decisions. This can be seen from the regression coefficient value of 0.64 (positive) and the calculated t value of 9.56 (>1.645).
6. H6 is rejected because brand awareness has a positive effect on trust but the influence is not significant. This can be seen from the regression coefficient value of 0.02 (positive) and the calculated t value of 0.25 (< 1.645).
7. H7 is accepted because Social Media Marketing has an influence on Purchase Decision through Brand Awareness. This can be seen from the coefficient value of indirect effect (0.27) direct effect (-0.00) and t value calculates 18.77 (>1.645).
8. H8 is accepted because social media marketing has an influence on purchase decisions through trusts. This can be seen from the indirect effect coefficient value (0.45) $>$ direct effect (0.00) and the calculated t value of 16.32 (>1.645).

Discussion

This study aims to find out if social media marketing, brand awareness, and trust influence purchase decisions. There are eight hypotheses formulated, and the previous section has presented findings of structural model conformity and hypothesis testing. The first hypothesis that social media marketing has a significant positive influence on brand awareness, is accepted. The results showed that there is a positive influence of social media marketing. It shows that social media marketing in this case SMB Telkom Instagram has managed to convey information well and correctly. The delivery of information to prospective students who are average students in grade 12 high school through social media instagram is a brand awareness stage where one knows and realizes the existence of SMB Telkom Instagram. Through social media.SMB Telkom Instagram the majority of prospective students know that Telkom University is one of the PTS in Indonesia, they also know that Telkom University is the number 1 PTS in Indonesia and some know that Tel-U stands for Telkom University which is easy to remember. Terakhit point has the lowest percentage that can be interpreted if some prospective students know Telkom University not only as Tel-U but can also other abbreviations, for example STT Telkom which is the initial name used by the Telkom Education Foundation before melting it into a University. The results of the first hypothesis answer previous research conducted by Seo & Park (2018); Hutter, et al (2013); Godey, et al (2016) and Kim & Ko (2012) stated that social media marketing has a significant influence on brand awareness.

The second hypothesis which states that social media marketing has a significant positive influence on trust, is accepted. This finding shows that social media marketing in this case SMB Telkom Instagram has succeeded in making prospective applicants have confidence in the information provided. Trust comes from

the responsive response on SMB Telkom Instagram and the number of followers who interact on Telkom SMB Instagram that makes prospective students believe if Telkom University has a quality that is not inferior to PTN and able to meet the expectations of prospective students. However, some prospective students complained about the lack of reviews or question and answer on SMB Telkom Instagram which concluded that the trust of prospective students already exists but has not been 100% trusted. The results of the second hypothesis answer previous research conducted by Zhang & Li (2019), Moslehpour et al (2020), and Nadeema (2015) which stated that social media marketing has a significant influence on trusts. The third hypothesis which states that social media marketing has a significant positive influence on purchase decisions directly, is rejected. This finding shows that social media marketing in this case SMB Telkom Instagram plays a less effective role if directly directed to make decisions on the purchase of PIN for prospective students. Social media marketing can play an effective role if mediated by other variables to grow a prospective student to buy a registration PIN. The results of the third hypothesis do not answer previous research conducted by Zhang & Li (2019), Moslehpour et al (2020), and Nadeema (2015) which stated that social media marketing has a significant influence on trusts.

The third hypothesis confirms the results of a study from Kirana (2019) that examines Lazada e-commerce. In the study mentioned that social media is not a factor that directly affects purchase intention but affects directly through intermediary variables. In addition, Admiral (2018) also stated in another study that social media marketing has no direct effect on purchase intentions in the banking industry in Indonesia. So it is concluded that social media marketing is an effective communication media but must be able to increase the variables of intermediaries that will then increase or affect purchase intention. The end of purchase intention is purchase decision so that this is felt in harmony by the author. The fourth hypothesis which states that brand awareness has a significant positive influence on purchase decisions, is accepted. This finding shows that prospective students who already know that Telkom University is one of the PTS in Indonesia, already know that Telkom University is the number 1 PTS in Indonesia and also know that Tel-U stands for Telkom University which is easy to remember will increase the percentage in buying pin registration of prospective students. Good brand awareness will increase the ability of consumers to recognize or remember a brand that is a category of products or services. The positive influence of brand awareness makes the majority of prospective students make Telkom University as an alternative option to continue their education, the positive influence also makes prospective students choose Telkom University because it has cooperation with companies that will facilitate in connection when it has graduated, to choose Telkom University because it has many good graduate profiles.

The last point has the lowest percentage that can be sourced from some prospective students know Telkom University not only as Tel-U but can also other abbreviations, for example STT Telkom, IT Telkom Purwokerto to IT Telkom Surabaya. More than one university that uses the name Telkom confused prospective students who want to register and assume all Telkom campuses have the same name and mention. The results of the fourth hypothesis answer previous research conducted by Seo & Park (2018); Hutter, et al (2013); Godey, et al (2016) and Kim & Ko (2012) stated that social media marketing has a significant influence on brand awareness. A fifth hypothesis stating that trusts have a significant positive influence on purchase decisions, is accepted. This finding shows that the prospective students who already trust Telkom University comes from a responsive response on SMB Telkom Instagram and the number of followers who interact on Telkom SMB Instagram that makes prospective students believe if Telkom University has a quality that is not inferior to PTN and able to meet the expectations of prospective students. The positive influence of trust makes the majority of prospective students make Telkom University as an alternative option to continue education, the positive influence also makes prospective students choose Telkom University because it has cooperation with companies that will facilitate in connection when it has graduated, to choose Telkom University because it has many good graduate profiles. The last point has the lowest percentage that can be sourced from some prospective students feel the lack of review or Q&A on SMB Telkom Instagram which concludes if the trust of prospective students already exists but is not 100% trusted.

The fifth hypothesis answers previous research conducted by Zhang & Li (2019), Moslehpour et al (2020), and Nadeema (2015) which stated that social media marketing has a significant influence on trusts. A sixth hypothesis stating that brand awareness has a significant positive influence on trusts, is rejected. This finding shows that prospective students who already know that Telkom University is one of the PTS in Indonesia, already know that Telkom University is the number 1 PTS in Indonesia and also know that Tel-U stands for Telkom University that can easily be remembered can affect the trust of prospective students but its nature is not significant. Insignificant influence of brand awareness can be sourced from some prospective students know Telkom University not only as Tel-U but can also other abbreviations, for example STT Telkom, IT Telkom Purwokerto to IT Telkom Surabaya. The number of mentions of Telkom campus name can confuse prospective students who want to register which results in a sense of distrust from prospective students. The results of the third hypothesis do not answer previous research conducted by previous research conducted by Gopal Das (2016) and Sastika et al (2016) which stated that brand awareness has a significant effect on trusts. The seventh hypothesis stating that social media marketing has a significant positive influence on purchase decisions through brand awareness, is accepted. This finding shows that social media marketing in this case SMB Telkom Instagram can play an effective role if through intermediary variables to present pin purchase decisions of prospective students.

The results of the seventh hypothesis answer previous research conducted by Alfian et al (2019), and Maulani & Sanawiri (2019) which stated that social media marketing has a significant influence on purchase decisions through brand awareness. The eighth hypothesis which states that social media marketing has a significant positive influence on purchase decisions through trusts, is accepted. This finding shows that social media marketing in this case SMB Telkom Instagram can play an effective role if through intermediary variables to present pin purchase decisions of prospective students. The eighth hypothesis answers previous research conducted by palstra (2017) and Chalal & Rani (2017) which stated that social media marketing has a significant influence on purchase decisions through trusts.

V. CONCLUSION

Based on the research entitled the influence of social media marketing on purchase decisions mediated by brand awareness and trust (in prospective students / i Telkom University) that has been the author did, then the conclusions that can be drawn conclusions from this research are:

1. Based on descriptive analysis, respondents' response to social media marketing variables in prospective Telkom University students is 73.7% with good category.
2. Based on descriptive analysis, respondents' response to brand awareness variables in prospective Telkom University students is 71.5% with good category.
3. Based on descriptive analysis, respondents' response to trust variables in prospective Telkom University students is 72.4% with good category.
4. Based on descriptive analysis, respondents' response to purchase decision variables in prospective Telkom University students is 72.4% with good category.
5. Social media marketing variables have a significant positive influence on brand awareness variables on prospective Telkom University students indicated by a regression coefficient value of 0.85 (positive) and a t-value of 14.86 (>1.645).
6. Social media marketing variable has a significant positive influence on trust variables in prospective Telkom University students indicated by regression coefficient value of 0.70 (positive) and t-value of 6.76 (>1.645).
7. Variable social media marketing does not have a positive and significant influence on the variable purchase decision on prospective Students / i Telkom
8. University indicated by the regression coefficient value of -0.00 (negative) and t-value of -0.01 (<1.645).

9. Brand awareness variable has a significant positive influence on purchase decision variable in prospective Telkom University students indicated by regression coefficient value of 0.32 (positive) and t-value of 3.91 (>1.645).
10. Variable trust has a significant positive influence on purchase decision variable in prospective Telkom University students indicated by regression coefficient value of 0.64 (positive) and t-value of 9.56 (>1.96).
11. Brand awareness variable has a positive but insignificant influence on the trust variable in prospective Telkom University students indicated by the regression coefficient value of 0.02 (positive) and t-value of 0.25 (<1.645).
12. Social media marketing variables have a positive and significant influence on purchase decision variables through brand awareness variables in prospective Telkom University students indicated by a regression coefficient value of 0.27 (positive and > direct effect) and a t-value of 18.77 (>1,645)
13. Social media marketing variables have a positive and significant influence on purchase decision variables through trust variables in prospective Telkom University students indicated by a regression coefficient value of 0.45 (positive and > direct effect) and a t-value of 16.32 (>1,645).

VI. LIMITATION

The current study is not without its limitations. The scope of this study only examines social media SMB Telkom (@smbtelkom), therefore the next research should be able to examine social media marketing of other campuses or other industries in order to be drawn more accurate conclusions about the characteristics of Indonesian society in responding to marketing activities via social media. Then this research uses four variables namely social media marketing, brand awareness, trust and purchase decision. To increase knowledge in the field of similar can be updated with a variety of other variables.

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